



It's time for Africa

International Trade Fair for Laboratory Technology,
Analysis, Biotechnology and Diagnostics
July 5-7, 2023
Gallagher Convention Centre | Johannesburg
www.analytica-africa.com



analytica Lab Africa



analytica Lab Africa – The Premier Trade Fair in Southern Africa

analytica Lab Africa is the leading exhibition for laboratory technology, analysis, biotechnology and diagnostics for the South African market, taking place every two years in Johannesburg. The exhibition brings together internationally renowned manufacturers, laboratory users and consultants in one common platform to discuss best practice and seek solutions to some of the most pressing challenges related to the industry and research.

The first edition in 2019 celebrated a successful premiere, hosting **148 local and international exhibitors from 15 countries** presenting their tailor-made solutions to **3,232 visitors from 26 countries**.

Show Profile

Analysis



Measuring and testing
/ quality control



Life sciences,
biotechnology & diagnostics



Laboratory equipment
and technology analysis



Good reasons for exhibiting

- > **Leading:** Only trade fair in South Africa for laboratory technology, analysis, biotechnology and diagnostics
- > **International:** Market leaders and additionally represented brands from almost 20 countries
- > **African Hub:** Visitors from South Africa and Sub-Saharan countries coming from a wide range of industries
- > **Innovative:** State-of-the art products, systems, components and applications for laboratories in industry and research
- > **Inspiring:** Supporting program covering know-how, trends and developments for lab users
- > **Co-located with IFAT Africa** (Africa's leading trade fair for water, sewage, refuse and recycling) Synergies for exhibitors and visitors alike in the field of analysis & lab technology, environmental
- > **Global:** analytica Lab Africa – part of the worldwide analytica network



EXHIBITORS

With a successful premiere in 2019, analytica Lab Africa has set new standards: the presence of key market players, strong international participation and special show features make it the most important industry gathering for the Southern African market.

148

exhibitors

86

additionally
represented brands

47%

international exhibitors

6,300 m²

of exhibition space

Key figures 2019



Top feedback scores for analytica Lab Africa:

Benefit from exhibiting:	97%
Would recommend the show to others:	94%
Planning to exhibit again at analytica Lab Africa:	90%

Exhibitors particularly valued:

- > Quality of the visitors
- > Character as a leading trade fair
- > Completeness and breadth of product range

Base: Exhibitor survey 2019, all exhibitors with assessment

Drive your business in Southern Africa to success and join the following key industry players:



Derek Stott, Director, Labchem:

"Overall the show was fantastic! We've never experienced numbers like this before on the first day. Our stand was incredibly busy throughout and we're glad we brought as many people to assist as we did, or we certainly would not have coped."



VISITORS

analytica Lab Africa brings together a high-quality audience of professionals and provides excellent opportunities to make new contacts, cultivate the network and initiate new business.

Profiles 2019

- South Africa
- Germany
- Botswana
- Nigeria
- Zambia
- India
- UAE
- Spain
- Congo
- Mozambique
- Zimbabwe
- Swaziland

3,232

visitors
from 26 countries

**Top visiting
countries**

**Top visiting
regions in
South Africa**

- Gauteng
- Mpumalanga
- North West
- Kwa-Zulu Natal
- Western Cape
- Limpopo

Lisa Yallop, Regional Sales Account Manager, PerkinElmer:

"We had very engaging visitors of a very high quality. So for us, the quality or the significance of each visit that we've received during the show is worth noting as we are confident they will illicit actual business in the future."

Excellent feedback scores for analytica Lab Africa:

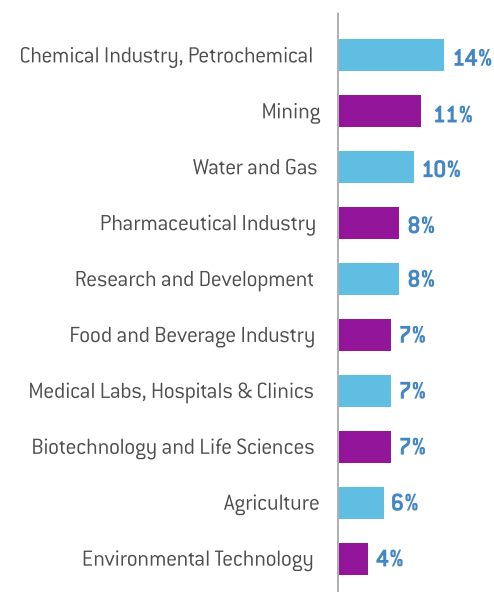
- Benefit from visiting: **98%**
- Would recommend the show to others: **99%**
- Would visit analytica Lab Africa again: **98%**

Visitors particularly valued:

- > Completeness and breadth of product range
- > Character as a leading trade fair
- > Presence of market leaders and international exhibitors
- > Accompanying program [demo area, forum]

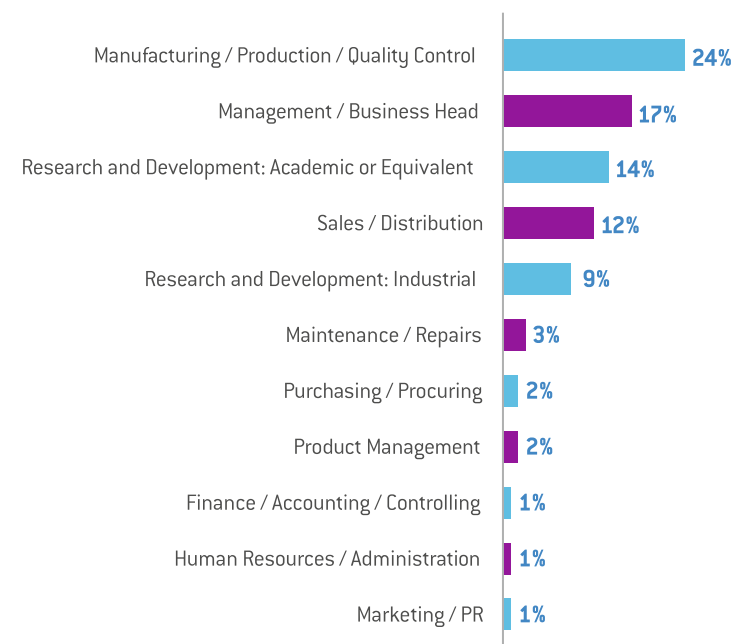
Base: Visitor Survey 2019, all visitors with assessment

Visitor branches of industry



Visitors also came from the following sectors:
Material analysis, cosmetics and clinical research.

Area of responsibility



Base: Visitor registration form 2019 (all visitors answering the question)



Focus Topics

– Environmental / water analysis

70%

exhibitors felt that the co-location was beneficial to the show

80%

visitors rated the benefit of the co-location as positive

CO-LOCATION WITH IFAT AFRICA

Together, the two shows feature trends and innovations from the environment, as well as from laboratory and analysis technology.

Charl Yeates (Ph.D), MS Product Specialist, for Shimadzu:

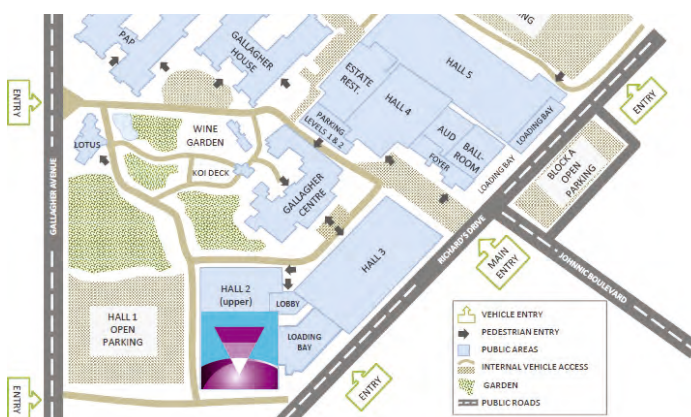
“The co-location of the two shows worked out very well for us as it resulted in us having access to numerous visitors that we would not otherwise have had the opportunity to meet. This show allowed us the opportunity to meet, network and engage with international companies and guests. It opened the door for us to discuss potential collaborative endeavours with other exhibitors as well. This is first and foremost a sales exhibition and that is what sets it apart from most other exhibitions. People have come to buy and sell.”



Attractive Venue - Gallagher Convention Centre

Gallagher Convention Centre is one of Africa's largest conference and exhibition venues. Located in Midrand, between Pretoria and Johannesburg, Gallagher is conveniently positioned in the business hub of Gauteng.

The 5-Star convention centre is easily accessible to exhibitors and visitors by road and by the Gautrain, which links the venue to Pretoria, Sandton and OR Tambo International Airport.



The global network for your international business

analytica Lab Africa is a part of the worldwide analytica network, including analytica in Munich, analytica China, analytica Anacon India/India Lab Expo and analytica Vietnam. The global network combines innovations and trends with country-specific main themes, precisely tailored to the

market. Plus, the recipe for success of the mother fair: depicting the market and bringing together all key players at an international level. Exhibitors benefit from our international network and our global partnerships with associations, key industry players and media.



analytica



analytica China



analytica Vietnam



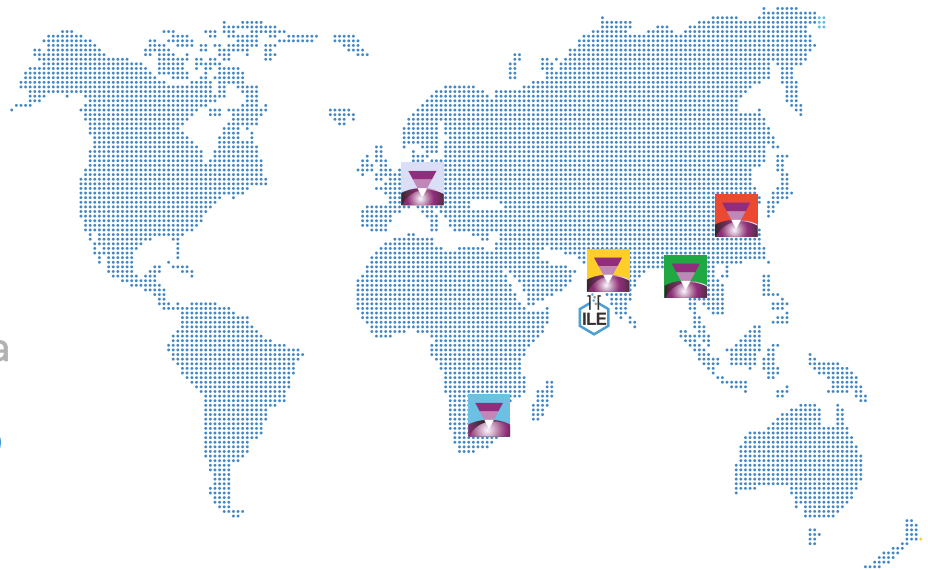
analytica Anacon India



analytica Lab Africa



analytica-world.com



Contact us to maximize your success



Africa - Sales Associate
Dain Richardson



Senior Exhibition Manager
Katrin Hirl



Business Unit Head
Avisha Desai

CONTACT FOR SOUTHERN AFRICAN EXHIBITORS

Ms. Dain Richardson
Tel +27 674 04 7681
dain.richardson@messe-muenchen.co.za

CONTACT FOR INTERNATIONAL EXHIBITORS

Messe München GmbH
Exhibitor service tel. +49 89 949-20324
Fax +49 89 949 97-20324
info@analytica-africa.com

Messe Muenchen India
Exhibitor service tel. +91 22 4255 4710
avisha.desai@mm-india.in

Organised By:

- Messe Muenchen India
- Messe München GmbH

Co-located with:

